

# CALIFORNIA CHILDREN & FAMILIES COMMISSION

Advisory Committee on Diversity

August 1, 2001

Los Angeles County Children and Families Commission

333 South Beaudry Avenue, Suite 2100

Los Angeles, California

## Attendance

### Commissioners:

Louis Vismara, Committee Co-Chair

Sandra Gutierrez, Committee Co-Chair

### Committee Members:

Guadalupe Alonzo

Javier Guzman

Irene Martinez

Carlene Davis

Whit Hayslip

Maysee Yang

Rev. Romie Lilly

### CCFC Staff:

Barbara Marquez

Kristina Schake

Nicole Kasabian

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Commissioner Sandra Gutierrez began the meeting with welcoming remarks and indicated the specific purpose of this meeting was to review and provide guidance to the media/advertising campaign.

Ms. Kristina Schake indicated that they planned to first provide an overview of the media campaign and then to get guidance and input on the next ad campaign scheduled to be launched in September 2001. Ms. Schake reviewed the Prop. 10 mandate for the Commission to do a public education campaign targeted to parents and caregivers of children 0-5 about the dangers of tobacco use and other relevant parent education messages. She explained that through competitive bidding, a new ad team was selected to develop this ad campaign. Ms. Schake further explained that development of this campaign included six months of intense research that involved talking to diverse target communities from all over the state of California to find out:

- 1) how they think and how open they are to the information
- 2) their base of knowledge
- 3) to which messages they were most responsive, and
- 4) to which messengers they were most responsive

The research findings provided the basis for the campaign. Ms. Schake explained that the process also involves a review committee consisting of two state commissioners, Rob Reiner and

Kim Belshe, and a county commissioner, Mark Friedman. Ms. Schake concluded by introducing Roy Behr, head of the Team GILD.

Roy Behr opened with introductions. He mentioned that the ad campaign is a collaborative effort among four agencies. A representative from each of the following agencies gave a brief introduction and work history: GMMB (Roy Behr), Imada Wong Communications Group (Nita Song), LaGrant Communications (Kim Hunter) and Durazo Communications (Ray Durazo). Dr. Louis Vismara asked the TEAM about their experience on working with projects targeting people with disabilities. Roy Behr described work his agency has been involved in projects that have broadly targeted a population of people with disabilities (e.g., a component of a Robert Wood Johnson Foundation funded project dealing with the Americans with Disabilities Act ). Kristina Schake explained that there have not been many ad campaigns focused on special needs issues, and when reviewing bids for the ad campaign, this team had the most experience addressing the issue. All concurred on the importance of including people with special needs in the ad campaign, and in creating multi-ethnic ads. Javier Guzman pointed out that the geographic setting (i.e., metropolitan vs. rural) is also an important issue to be considered when developing an ad campaign.

Mr. Behr began the presentation with an overview of the campaign goals and research processes. He identified the main goal as developing ads that all the target audiences could identify with. In addition, he stated that the ad team needed to establish benchmarks of awareness, attitudes, and behavior regarding issues addressed by the campaign. The research focused on understanding how the target audiences think, talk, and comprehend the issues, as well as soliciting their feedback. He then described the three stages of research.

**First Stage –Focus groups** were designed and conducted to understand target audiences' thoughts, conceptions, and responses. Target audiences of many major ethnic populations consisted of relatives, friends and neighbors who care for children under six, expectant parents, smokers, and women who stopped smoking when pregnant. A total of 38 focus groups were conducted throughout the state with various ethnicities in their respective language (Caucasian, African Americans, English and Spanish-speaking Latinos, Cantonese, Mandarin, Thai, Korean, Cambodian, Tagalong, Vietnamese). He stated that the groups were divided into caregivers or smokers, and in one case a group of women who stopped smoking while pregnant. Some of the groups were further divided by gender, then by income and education. Approximately 400 people participated in the groups.

**Second Stage – A statewide phone survey** aimed at quantifying the results was conducted. Mr. Behr said ethnic populations were over sampled to get representative feedback from the target population with breakdown as follows - 35% Caucasian and English speaking API communities, 15% African American, 12% Spanish Speaking Latinos, 12% English Speaking Latinos, 25% Asian population groups in various languages. Approximately 2000 survey interviews were conducted.

**Third Stage – Two step ad testing process** measured responsiveness to developed ads. Mr. Behr described the first part of ad testing as comprised of dial groups where ads are shown to a group of 30-35 people. The participants were asked to turn the dial to indicate a positive or a negative response to images, scenes, words, or concepts while viewing an ad. The information

was collected on a computer and compiled to determine overall effectiveness of the ad. He said the following four groups were tested: English speaking mothers, English speaking parents, Spanish speaking Latino parents, and African American parents.

Mr. Behr described the second part of the ad testing as comprised of showing ads or storyboards to smaller groups of approximately 10 people. He stated that four groups of caregivers (predominantly relatives) were tested in Spanish, English, Mandarin and Korean. He said 6 Asian language groups of parents (mixed gender) or caregivers were also tested as well as a separate group of English speaking female smokers.

Mr. Behr, Ms. Song and Ms. Schake answered questions regarding the research.

- Commissioner Gutierrez questioned the rationale for caregivers being exclusively relatives. Mr. Behr explained that many more children are cared for by relatives than are cared for by childcare providers. He stated that relatives appear to be very motivated to change their behavior.
- Mr. Behr responded to Dr. Vismara's question regarding recruitment of participants by stating that the participants were drawn from the general population through random digit dialing or were recruited by local firms that do this specific type of work. Ms. Lupe Alonzo questioned how low income people without a phone were represented in the phone surveys. Mr. Behr responded that the income and education levels of the participant populations are a meaningful representation of respondents at all levels. He was confident that the lower income population was appropriately represented.
- Ms. Irene Martinez asked if any parents of children with disabilities were involved. Ms. Schake and Mr. Behr confirmed that parents of children with disabilities were included, but their exact number is not known.
- Ms. Maysee Yang asked how the seven Asian Pacific groups were selected to be a representative sample. Ms. Song explained that the selection processes are based on significant population pockets, on available media outlets (television, radio, newspapers, etc.) in their language, and on their need for resources. Ms. Schake further clarified that the media campaign will use the media outlets for public education ads, and that the State Commission has allocated \$6 million for a community based grants program to develop local outreach efforts targeted to reached communities not easily accessible through a paid media campaign.

## **Research Findings and Implications**

The following general points from the research were provided along with a description of how each finding was incorporated into the advertisements.

- Parents need to be persuaded that they can make a big difference in how their young children develop.
- Children spend more time in the care of relatives than in paid child care in all groups except whites.
- Low-income white women were the least likely to quit smoking while pregnant.
- In the Hispanic and API populations, men were the least likely to quit smoking around

- pregnant women.
- There was less awareness of the concept that there are risks to the fetus from secondhand smoke.

He said throughout the campaign the results of the research will show up in the ads. Mr. Behr stated that they are very cognizant of the fact that even in the general market media it is a multi-ethnic audience that is present.

School Readiness: Mr. Behr presented some the findings regarding school readiness which is the State Commission's focus. Mr. Behr stated that the research indicated that most population groups felt their influence during the first three years of life on their children's ability to learn and do well in school was not significant. This finding established the important task of the ad campaign to communicate to people that they do make a difference. Commissioner Gutierrez and Mr. Guzman stated their concern about the use of the term "school readiness" in the Hispanic community. The media campaign will incorporate concepts/terms of self-confidence, emotional security, "good learners", "doing well in school" etc. into the ad messages, since these concepts/terms resonated much better with parents.

Child Care: Ms. Song presented the study results regarding childcare issues. She began her presentation with an overview, remarking that the target population views childcare in a very traditional sense and feels that quality childcare comes from within the home amongst family members. She said paid childcare was initially considered an issue to be addressed by the ad campaign and that parents would have to be educated on factors of quality paid childcare. However, the findings show that besides parents, grandparents and other relatives were the largest group of people who provided childcare to the target population. A discussion followed regarding the comparison of the target population findings to more global results i.e. countywide/statewide findings.

Ms. Schake explained that very little good data is currently available, therefore the ad team conducted its own research. She mentioned that the State Commission is also funding a research project that will explore this issue even further.

Ms. Song continued her presentation by addressing how satisfied the target audience report that they are with their childcare situation and the issues to be addressed by the ad campaign. She stated that most of the audience felt very positive about their home-based childcare situation. Ms. Song added that the ad campaign will demonstrate childcare situations based in the home with relatives and family members as well as define quality childcare and focus on not only the amount of time with the child, or on who spends time with the child, but on how the time is spent. Mr. Guzman voiced concern that this concept may not address teenage pregnancy and parenting and their satisfaction with home based childcare. Ms. Shake clarified that this study is intended to establish the most appealing and accepted childcare situation to the target audience, and not endorse any particular setting in the ad campaign. Ms. Carlene Davis further clarified that this study is intended to let the ad team know how to get the message to the community without putting them on the defensive. Ms. Song ended her presentation stating that

most target audiences preferred full time parenting at home to paid childcare centers, although most audiences were more comfortable with the notion of preschool.

Smoking: Mr. Behr stated that the purpose of the study was to understand the smoking habits of the participants and of their partners. The results showed that Caucasian and African-American women had the highest incidence of smoking and that Asian Pacific Islander (API) and Hispanic men had a greater incidence of smoking. He said the results for some API populations showed that up to 27% of their spouses smoked. The findings also showed that of the smoking Caucasian women, 46 percent did not stop smoking when pregnant, and that of the smoking Afro American women, a third did not stop smoking when pregnant. Most men also continued to smoke when their wife or partner was pregnant. The participants were aware that smoking while pregnant would affect the health of the fetus and baby, but were less aware of the effects of second hand smoke on a pregnant woman.

Message testing: Ms. Song began her presentation with an overview, remarking that the aim of message testing was to identify types of messages and different formats that would be most successful in motivating attitudinal and behavioral changes. The messages were tested on school readiness, parenting, childcare, and smoking. The messages tested wording of phrases (positive vs. negative) and sources of information (studies, experts and non-source). Positive messages had a better impact in terms of believability with the exception with the smoking category (i.e. Women who smoke when pregnant are 80 percent more likely to have a miscarriage or premature birth). The non-source of information was considered most influential on the topic of school readiness. For example, “Children who are read to, played with, and stimulated from the moment they are born are more likely to have brains that are better developed” compared to “Studies show that children who are read to...” with the exception of the Hispanic community. The Hispanic participants preferred “studies” to “experts” as a reliable source of information. Messages with parenting as the focus were ranked much lower than the research indicated. Mr. Whitcomb Hayslip asked if messages using “preschool” had been tested and noted that the use of “preschool” instead of “childcare” may be better received.

Dr. Vismara expressed concern that the subject of disability was not addressed in the study or the results. Dr. Vismara further pointed out that many people in the target populations are impacted by developmental and behavioral disabilities, yet the research did not question their impact as a consideration in the ad campaign. Mr. Hayslip identified that a significant portion of children are disabled. A discussion followed regarding the integration of people with disabilities into the media campaign. Most agreed that children with disabilities and special needs needed to be include and represented in the research in order to ultimate assure that messages also resonate with parents and caregivers of children with disabilities and also address their needs.

Video Testing: Mr. Behr reviewed the major findings of the video testing and then the ad team presented the test videos commenting on proposed revisions based on testing feedback. They presented a series of the most effective ads (animations) developed for production on a video display monitor. A brief description of the following ads follows:

- A 60 second intro ad that is aimed at both parents and caregivers to introduce notions of things they could be doing to help their child.

- An ad with examples of daily tips that show how a parent and child can interact in the course of a daily routine.
- An ad with a message about slowing down in order to interact more with children during the day.
- An anti-smoking ad that addresses both the problem of pregnant women smoking and men smoking around pregnant women.
- A couple of ads directed at caregivers.
- An anti-smoking ad aimed at the issue of pregnant women smoking.
- An ad produced only in the Asian and Spanish markets aimed at men who smoke around pregnant women.

Mr. Behr stated that these ads were tested by the target population and rated as successful. The ads were designed to educate the public on the important role people can play and provided specific tips on how to change behavior. The acquired feedback indicated these general findings:

- All of the groups identified with the people and the situations in the ads.
- Found the ads useful and good reminders.
- People found them educational, informative and motivating
- Most successful ads included children talking or parent/child interaction.
- Slogan of “Your choices shape their chances” captured attention.

Although the television advertisements are the only media to be tested and developed, radio, outdoor and print ads will be based on the television ads.

Three ads were shown on educating parents and caregivers on child development and child needs that were ranked highest among the various ethnic communities. Ad team revisions included some rewording, and changing the closing statement from “Another moment of learning...” to “Your choices shape their chances”. Mr. Guzman suggested showing examples of “feeding the mind”, such as talking to the baby, showing the baby colors, or playing with the baby. Mr. Ray Durazo maintained that the message of this ad is to make time for children where other ads provide specific tips for child development. He further asserted that the ads are not meant to stand alone, but to form a campaign intended to compliment each other.

An advertisement video on the effects of smoking was shown and proceeded by ad team changes which included eliminating the doctor to intensify emotional impact of the premature baby, and changing the ending statement to “if you or someone you love is pregnant, don’t smoke”. Ms. Davis initiated a discussion on eliminating or simplifying the technical wording, and Mr. Durazo contended that the science backing the advertisement may be compromised, but with the modification of the ending statement, more time will be available for wording.

Mr. Hunter presented a video encouraging reading to, talking to and playing with children to be run during the second phase of the campaign, 2002. The ad team revisions included modifying the phrase “Much of a child’s brain development....” to “A child’s brain develops dramatically...”, changing the ending statement to “Your choices shape their chances”.

Dr. Vismara initiated a discussion on the use of “brain” or “mind” and research findings or testing results indicating target audience responsiveness to those words. Mr. Behr responded

that the target audience received “mind” better, but in the form of “development”, and acknowledged that the advertisements will be changed to address mind development rather than brain growth. Mr. Hayslip addressed the perception of children with disabilities and their inclusion into the ad. He reminded the ad team that disabilities include cognitive disabilities as well as physical disabilities, and that ads including children with disabilities need to consider demonstrating both types of disabilities. Commissioner Gutierrez stated that a previous ad included a deaf child, and Ms. Nicole added that physical disabilities are more easily demonstrated in the short time of the ad.

Mr. Durazo and Mr. Hunter presented the last series of ads. The first ad aimed at caregivers had the main message, “Because even if you spend just a few hours a week with them, you play a big part in how they turn out.”. Mr. Hunter introduced a second ad aimed at caregivers, especially grandparents, indicating the main message of ad is “it’s important to talk to children even if they are too young to understand”. He remarked that this ad is the best tested 30-second ad among English speakers and that it is tied for first among African Americans. Mr. Dorazo introduced the final ad aimed at mothers who smoke. He informed the Committee that the ad was only tested among whites and African Americans since the incidence of pregnant women smoking was low in the Asian and Spanish language groups. The ads received little or no comments by the Committee.

Mr. Durazo then shared a few of the Spanish-language ads. The committee members offered several comments on word choice, spelling, images and message. Lupe Alonzo asked why a Latino mother as a smoker was featured in one of the ads, especially in light of the tobacco use data that had shared earlier by the ad team. The ad team indicated that they would be reassessing the Spanish-language anti-tobacco ad and the ads based on the feedback of the committee members.

The meeting was adjourned at 1:15 pm.